

LEXINGTON CHASSIS EQUALLED BY BODY

Beautiful Symmetry of New
Models Creates Distinct Stir
at the Show.

Matching in beautiful symmetry and graceful body lines the skill and genius of its engineers as displayed in "The Thoroughbred Chassis," Lexington Motor Car Co. models exhibited at the Automobile Show this week are creating an impression in keeping with Lexington's growing popularity.

A really distinctive car is Lexington's latest model, the Lexington Sedan. In this car Lexington has reversed the ordinary practice in motor coach building. It has built the body to conform to the top instead of building the top to fit the body of the car. This has made possible a grace of body lines and a beautiful symmetry and harmony not possible by any other practice.

The effect of this new method of top construction is that of the most extensive coach work. The new all season Lexington Sedan is of the four door type, with high sides. There are six side windows of equal size and square cornered, following the prevailing modern plan in these windows may be lowered or raised to meet all weather conditions.

The Lexington is mounted on Lexington's new "Thoroughbred Chassis," which is the result of experts marks a new era in chassis construction. This chassis, embodying in Lexington models not only the latest standard practices in chassis construction but many exclusive features not found even in the highest priced cars, makes the Lexington a car of large appeal to all motorists.

The furnishings and color combinations of the Lexington are as harmonious and as distinctive as the car itself. In the summer season the glass side panels and framework may be entirely removed. Jiffy curtains for protection against the weather summer are provided in a locker in the ceiling.

The Lexington seats five persons comfortably. The little refinements that mean much to the motorist are provided in the Lexington. A dome ceiling light, a silk roller curtain for the rear window, rain vision windshield and massive coach handles, have not been overlooked in this splendid model.

Another feature of the Lexington is its distinctive "The Thoroughbred." This model has a touch of the unconventional, but retains that dignity which appeals to the discerning motorist. The model is low and has those rakish lines that bespeak the true sport model.

"The Thoroughbred" is narrower than the regular touring car, yet it has all the most equal width in the rear. The car will seat four passengers with extreme comfort. It, too, is mounted on Lexington's "thoroughbred chassis."

The touring car in the Lexington line, as with all of the other models, is decidedly in keeping with the trend of the times to cars of greater utility as well as efficiency. "The Thoroughbred chassis," it is made for five passengers.

The equipment on all of the Lexington models is as complete as modern engineering and construction skill and materials can make it. On Lexington cars are many items listed as extras on most cars, as well as some exclusive devices and improvements not found on even the highest priced.

Among these are a motor meter, an engine driven pump, an inspection light, two-way semi-automatic head lamps that not only solve the "blinding glare" menace, but which will meet the requirements of any State law. There is a one finger emergency brake and the new cable service brake. The Moore multiple exhaust system and Lexington's safety, in combination, not only utilizes every last ounce of fuel but give the maximum of power from that fuel. Cord tires also go with all series "S" models as regular equipment.

Two compartments in the floor just back of the front seat provide a long felt want by all motorists.

Two other models are included in the series "S" line. They are the sedanette and the coupe. Lack of room prohibited displaying them at the show, but they are on exhibit at the local Lexington salesroom.

BOOTH FOR FOREIGN VISITORS.
Eighteen Experts Visitors Have
Desks There.

One of the novel features of the 1920 Automobile Show, significant of the increasing importance which American manufacturers attach to our export trade, is the special booth for the reception of overseas visitors, occupying a prominent space on the second floor of the Grand Central Palace. Although the General Motors Export Company maintained a booth and reception room at last year's dealer show at Madison Square Garden, this is the first time the export trade has received official recognition and separate space at a manufacturer's show.

Export representatives of at least eighteen of the prominent manufacturers have desks at the export booth at the Palace. These men are prepared to converse with the foreign visitors in their native languages if necessary to explain the distinctive features of the special export models of American cars and to discuss all details in connection with the placing of export orders and agencies.

P. S. Steensur, general manager of the General Motors Export Company, recently returned from an extensive European trip. He planned the export booth for his company at last year's show and was one of the most aggressive and persistent advocates of an export booth at the Palace.

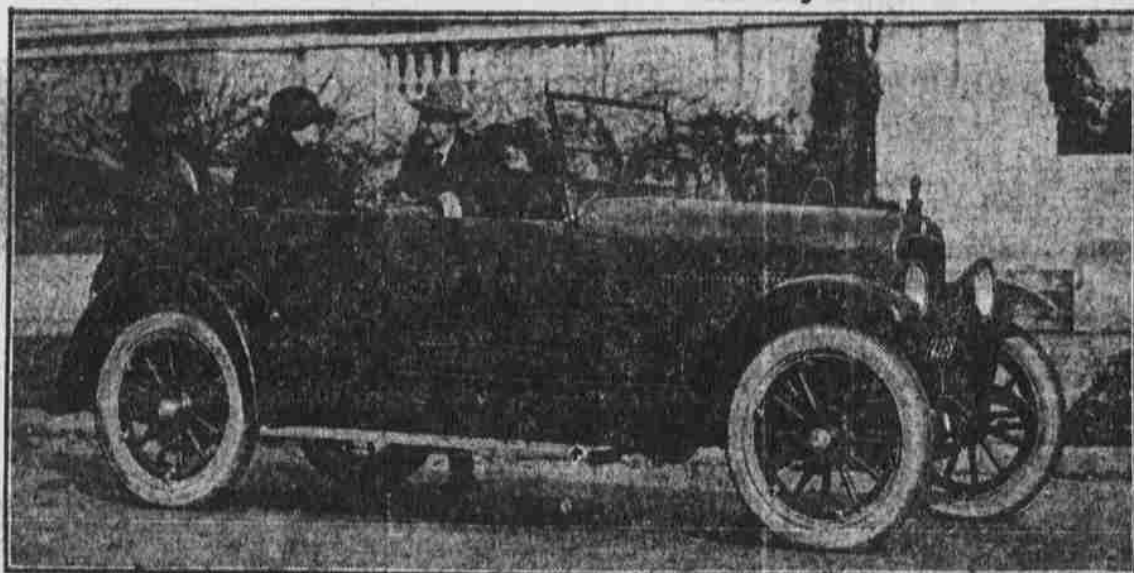
CROW-ELKHART CHANGES.
J. A. Harper Elected President of
Motor Corporation.

The Crow-Elkhart Motor Corporation of Elkhart, Ind., which has a showroom on Broadway and Fifty-third street, has been reorganized. M. E. Crow, president, and Dr. A. E. Crow, vice-president, have disposed of their interests. J. A. Harper, banker of Greenfield, Ohio, has been elected president, and R. B. Donaldson, formerly of the Cover Gear Company of Lockport, Ind., has been elected vice-president and general manager. There are several other bankers on the board of directors, and the reorganized company is assured of all the financial resources necessary to increase production and meet the growing demand for Crow-Elkhart cars.

The Crow-Elkhart Motor Corporation is exhibiting at the Automobile Show the new 1920 model, viz., five passenger touring car, six cylinder sedan, three passenger roadster and a new four passenger four door roadster. The latter is of most attractive design and will no doubt be of particular interest to people interested in a sport model.

LAMPS ON HURLBURT COUNTERSUNK.
Front lamps on the Hurlburt trucks are countersunk in the framed steel dash in a way that protects them against damage from being bent out of alignment. This and other similar features make the Hurlburt trucks but constitute a refinement which business men realize now is just as necessary to the motor truck as to the touring car.

Jordan Silhouette Five Has Style.



ESSEX SHOWN AT SPECIAL SALON

Harry Hought Has Complete
Line on Exhibition at Broad-
way Showrooms.

The Essex, one of the features of the 1919 Automobile Show, is being displayed this year by Harry S. Hought at the headquarters of the Hudson Motor Car Company of New York, 1842 Broadway.

It is the first time that a complete line of Essex models has ever been displayed in the metropolis, as the sedan, an especially beautiful and luxurious creation, came out too late for the Automobile Show last year. To take care of the crowds Mr. Hought has turned his showroom into a veritable fairland for the week's salon.

The cars shown include a sedan, five passenger phaeton, roadster and a stripped chassis. Except for a few minor refinements they are exactly the same in design as the Essex cars which have made such a wonderful record for themselves in all parts of the country during the last year. The chassis is especially notable for its simplicity and sturdy construction.

There is no bewildering mass of rods and controls; the engine is just a clean block of metal, 23 1/2 inches in length over all, which develops more than 50 horsepower. The transmission and clutch are united with the motor. The drive is on the Hotchkiss principle, which does away with the need for torsion and radius rods. The elimination of the torque rod eliminates the necessity for a heavy anchorage to the rear axle, improves the riding qualities of the car, decreases the wear on the tires and gives better traction.

Because of its record breaking performance in all parts of the country during the last year the special features of the Essex design have aroused more interest on the part of the public and automobile engineers than has been shown in any other motor brought out in years. A close inspection of the wonderful Essex power plant first reveals a startling simplicity in design. Every useless part has been eliminated. A closer view reveals the fine workmanship and materials, the presence of which have been indicated by its notable achievements.

The fine details to be found in the chassis also are readily apparent in the three different body designs shown. The touring car retains the square lines



EDWARD JORDAN.

which have been so widely copied, and it is finished in the beautiful dark shade of what has come to be known as "Essex green." The deep and luxurious upholstery is built on oil tempered steel springs of the finest quality and consists of curled hair stuffing and the same grade of "wadding" which is used in the finest furniture. It is covered with the best quality of leather, as are the sides of the seats and the inside of the doors and back of the front seat.

BUILDING \$15,000,000 HOME.

New Studebaker Light Six to Have
Huge Production.

"When the Studebaker Corporation decided to invest \$15,000,000 in a great, modern automobile plant for manufacturing the new Studebaker light six it upset a tradition in the motor car industry," said H. A. Biggs, general sales manager of the Studebaker Corporation.

"For here was a new car which then, as now, had not found its way into owners' hands, had not been marketed. Tradition would have suggested the erection of a small plant or of devoting a part of our present factory equipment to the manufacture of this new model, expanding our facilities as the demand for the car increased. That would have been the ultra conservative policy for us to follow. That, in fact, was the way it used

to be done in the younger days of the automobile industry.

"However, the only tradition which Studebaker has recognized is the making of its own traditions. Its policy has been to pioneer and to upset precedents if need be in the interests of progress. There is an interesting parallel between the story of the \$15,000,000 plant in South Bend and the new Studebaker light six. When the idea of this light-weight quality six cylinder car of perfect balance was first conceived our construction department began to work on plans for its home. About the time the design was completed plans for a great new factory were ready. Then came the severest kind of tests for the new car."

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ELGIN AGENT REAPS HARVEST.

N. Y. Distributor Sets Record by
His Many Sales.

It was just a year ago at the National Automobile Show that a fat little man with jovial manners sauntered along and into the Elgin Six booth. It was about the last day of the show, and he wanted to know if anybody had a few minutes left to talk with him. Said he'd sort of been looking around a little during the week and thought before he went home that day he'd like to know a bit more about "this Elgin Six."

This year you'll see that same jovial little fat man right on the job, right in the Elgin Six booth, for he is Mack Sanger, New York Elgin distributor.

If he puts as many more of those striking red Elgin scouts on the streets of Manhattan in 1920 as he has during the last year—well, he might get "in Dutch" with the traffic cops unless he furnishes them with smoked glasses or something to dim the persistent sparkle as the scouts go swishing past.

PERFECT IN 20,000 MILES.

Apperson Engine Hasn't Needed a
Repair Yet.

That Apperson motor cars stay put is well attested by letters received from owners at the general offices of the Apperson Bros. Automobile Company in Kokomo, Ind.

It is not very often, however, that a manufacturing company gets unduly solicited such a testimonial as was received by these pioneer manufacturers, from C. P. Alexander of Belmont, Miss., the other day. Here is what this resident of the Mississippi delta had to say:

"My Apperson up until now has run 20,000 miles and I have never had one out of the engine oil, which, I think, is remarkable of any automobile. Thought you would like to know of this performance. I expect five or six thousand miles more before any engine work will have to be done."

FEDERAL TRUCK JOINS LYON FLEET.
Another Federal truck has been added to the fleet of the Lyon Brand Evaporated Milk Company to insure speed of delivery.

RACING PROVES WORTH OF CARS

Lessons Learned on Speedway
Big Factor in Motor Car
Development.

The speedway, the road race and the endurance run have been the crucibles from which have come the perfected automobile of to-day, according to a statement by Harry S. Hought, who has long been known as an earnest advocate of such tests.

"Driving a motor at top speed for five and six continuous hours in a speed contest or sending the car through endurance and reliability runs puts it to a greater test than five years of ordinary service and immediately shows up any weakness which may exist," he says.

"When it was announced five years ago that by the use of an exclusive, patented principle Hudson had increased the power of the motor by 72 per cent, without any increase in size or the sacrifice of simplicity, sceptics expressed a doubt as to whether the car would stand up under such a strain.

"It was to prove the superior endurance which also resulted from the use of this principle that Hudson cars were entered in speedway events. The super six was not designed as a racing machine, therefore, it was not put on the speedway to display mere brute speed. It was entered merely to prove how the patented principle used in the super six motor resulted in a motor with greater endurance than anything heretofore known because the increase in power it yielded came from the minimizing of destructive vibration.

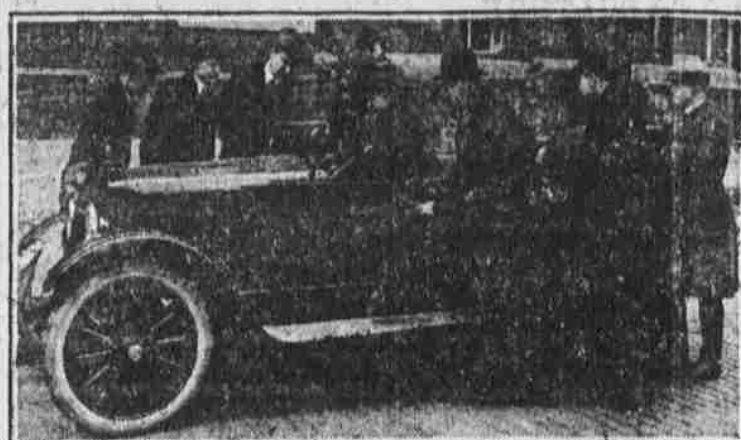
"Fitted against the fastest special

racing machines ever built, many of them costing from \$15,000 to \$20,000, these super sixes made a record which has never been equalled. But it was a triumph of endurance over speed, for more than 60 per cent of the racing machines against which Hudson competed had more speed. What the super sixes accomplished, therefore, was due to superior staying power. They won out by being able to hold the terrific pace where other cars with less stamina literally were burned up. In nine championship races during its first year on the speedways, out of twenty-two entries, every Hudson car except one finished within the money and a collision forced that one out of the race.

"It was at Chicago that a Hudson Special established the American speedway record for 150 and 200 miles at an average of 104 miles an hour. This was faster than a car had ever travelled such a distance before. At Omaha, Seattle, Minneapolis and Tacoma also new track records were established. In some races, notably at Seattle, super sixes practically monopolized the leading positions, taking over third and fourth. In six of the biggest races of that year Hudsons captured three first positions, four seconds, two thirds, a fourth, a fifth, a seventh and a ninth. In fact the super six speeder decisively won the American speedway championship from foreign made cars, which had up to the time dominated speed contests.

"But Hudson victories were not confined to the speedways, for it was the same year that stock super sixes captured more world while records than have ever been held by any other stock car. Every one recalls how a Hudson stock car travelled 1,419 miles in 24 hours and how another seven passenger touring car made the run from San Francisco to New York and return in 10 days and 21 hours. In addition, a Hudson stock car in an acceleration test went from a standing start to fifty miles an hour in 18.3 seconds and from a standing start to sixty miles an hour in 32 seconds, establishing new world's records.

Saxon Greatly Improved.



In describing the new Saxon C. A. Pfeffer, vice-president of the Saxon Motor Car Corporation, says: "We have eliminated the pampering which must be bestowed on other cars. When you buy the 1920 Saxon you can start at top speed, for the freedom of the bearings riding on an oil film allows them to turn as easily on the first day as a year hence.

"The motor makes every drop of fuel that enters the gas tank do its work, no seeping into the lubricant and reducing its oiling properties.

"The patented frame of extreme width, wonderfully strong, is reinforced by the running boards, and this cuts out squeaks and rattles.

"We have anticipated by merging new applications and known rules and facts, and the final assembly produces a car that is years ahead of all rivals in its class.

"The new Saxon is a car of clever lines, enough change from the conventional to make it individual, the real reason for the new Saxon being shown in the chassis. The motor, valve in head, is neatly encased and is made efficient by the du-

plex manifold, which converts all liquid into gas, hence allows only invisible power to get into the cylinders.

"Small and simple as is this improved manifold its functions are so correctly performed that greater mileage results, no carbon is deposited, no valves have to be ground and spark plugs do not foul. And by breaking up the kerosene content there is no seepage into the oil and consequent lessening of lubricating properties.

"The circulating oiling system, a continuous flow of more than two gallons of oil a minute, reduces frictional heat, and the bearings, which ride on oil film, do not wear. Nor are they tight at any time.

"A new Saxon can be driven fifty miles an hour first day without the service station as a certain objective. Freedom of bearings is such that adjustment never is necessary.

"Unusual width of frame so that it forms a sill for the body is accomplished by extreme depth, greater rigidity, and to its lower flange are bolted the running boards, no brackets, hence neither squeaks nor rattles.

What car is it?



Feature No 5.

What car has a streamline body of this type? Upholstery of hand-buffed leather; 4-bow one-man-type Neverleak top, with door-opening windows and bevel glass rear window; instrument board furnished with speedometer, ammeter, oil gauge and carburetor adjustment, all lighted by a dash light.

THIS is the fifth of six advertisements appearing in this paper that have assembled an automobile before your eyes. Upon each successive appearance of the advertisement there has been added one of Five Distinctive Features in high-class motor car construction. To test the knowledge of the public and its appreciation of the vital points of automobile design a prize will be awarded to the writer of the letter which, in the opinion of the judges, most convincingly and tersely describes the advantages of these Five Distinctive Features.

What the letter must contain

The assembly started with the first of these Five Distinctive Features—a pressed steel frame tapering in a straight line from the greater width at the rear. The letter will start with a presentation of the advantages inherent in this particular design of frame. The advantages of the second, third, fourth and fifth features in turn will be described in your letter. As to the best of our knowledge and belief there is but one car that contains all Five of these Features, your letter will naturally establish the make and name of the car. Mail it to the address given below, to reach the Secretary not later than midnight of to-morrow, Monday.

The Prize is the Car Itself

Touring Model

The American public justly prides itself on its knowledge of and ability to classify the various makes of automobiles. Almost every American citizen is a potential car-owner, and he wants to understand the important points of high-class construction, so that when he does buy he will know exactly what he is getting for his money. The car referred to in this contest contains, among many other items of excellence, ALL FIVE of the quality features enumerated in this series of advertisements. It is, so far as we know, the only car containing ALL FIVE of these distinctive features.

The Features Described

- No. 1—A pressed steel frame tapering in a straight line from the greater width at the rear.
- No. 2—Semi-elliptic springs both front and rear, of high carbon and chrome vanadium steel with bronze bushed eyes; front axle, a drop-forged I-beam with chrome nickel steel spindles; a floating rear axle with spiral bevel gears.
- No. 3—Four 12-spoke artillery type wheels on Timken adjustable bearings; steering gear of the worm sector type, irreversible and adjustable.
- No. 4—A six-cylinder (cast iron block) valve-in-head motor with detachable cylinder head, totally enclosed valve mechanism, and adjustable silent chain drive for camshaft and accessories.
- No. 5—A streamline body upholstered in hand-buffed leather, having 4-bow one-man-type Neverleak top with door opening windows and bevel glass rear window; instrument board furnished with speedometer, ammeter, oil gauge and carburetor adjustment, all lighted by a dash light.

Conditions of the

Great Automobile Prize Contest

1. All persons directly connected with the manufacture or sale of automobiles, or concerned in the production and publication of this series of advertisements, are barred from entry. The judges reserve the right to withhold the award from anyone shown to be connected or concerned, and in that case to award the prize to the writer of the letter judged next in merit.
2. Only one letter allowed to each person, but several members of a family may send a separate letter for each individual.
3. The writer of the letter which most convincingly and tersely describes the advantages of the Five Distinctive Features, thus establishing the make of the car containing them, will be presented with one of these great American cars (latest Touring Model) absolutely free.
4. Letters must be in the hands of the Judges not later than midnight of the 5th day of January.

THE JUDGES

- | | |
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| C. F. CLARKSON, General Manager Society of Automobile Engineers. | A. G. BATCHELDER, Executive Chairman American Automobile Association. |
| H. C. BROKAW, Technical Director West Side Y. M. C. A. Automobile School. | ALFRED REEVES, General Manager, National Automobile Chamber of Commerce. |
| | ALEXANDER JOHNSTON, Editor "Motor." |

How to Enter the Contest

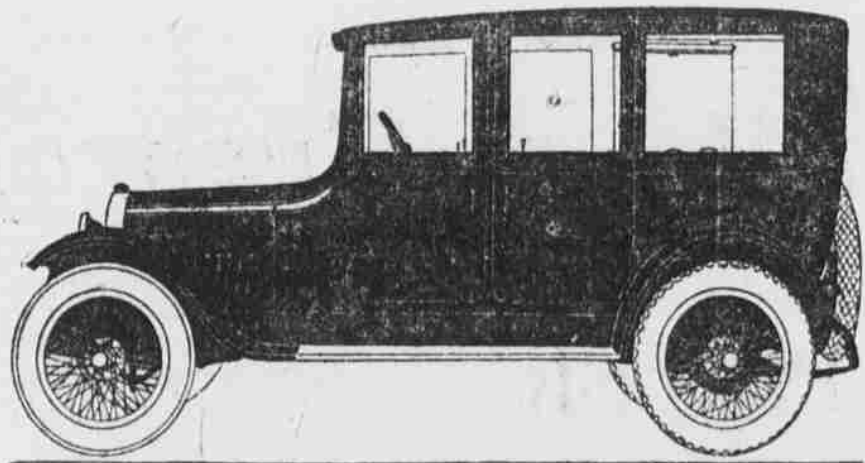
As the Five Features have been making their successive appearances, you have been turning over in your mind the advantages of each. It is not too late now, by studying the list above, under "The Features Described," to see just what these five points are and to reason out in your own way their advantages. They are incorporated in the car that has been assembled in these advertisements because of certain positive points of excellence, and it is these inherent advantages that your letter should describe as convincingly and tersely as you can do it. Do not forget that the letter must be in the hands of the Secretary of the Contest, for transmission to the Judges, not later than midnight to-morrow, Monday night.

Watch for the

ANNOUNCEMENT OF WINNER

The car itself, which can be seen on the streets of New York in ever increasing numbers, is on exhibition at the National Automobile Show at the Grand Central Palace, where the announcement of the winner will be made on Wednesday evening and the car awarded. Thursday's paper, January 8th, will contain the name of the winner and all the news regarding the contest.

Office of the Secretary, Automobile Contest, Mezzanine Floor,
Vanderbilt Hotel, N. Y.



THE NEW OAKLAND SENSIBLE SIX FOUR DOOR SEDAN

OAKLAND SENSIBLE SIX

WHILE the complete provisions that have been made in the new Oakland Sensible Six four door Sedan for cold weather comfort have a most timely appeal, the car will give utmost satisfaction in the months of fair weather to come. All four door windows, for example, can be lowered by means of regulators, and the exhaust heater is disconnected when days are warm. Excess weight, too, has been scientifically eliminated so that the Sedan has quite the freedom and range of performance common to an open car. During the Automobile Show this handsome, roomy Sedan, distinguished by appointments to be found only in cars of much higher price, is on view, with other Oakland models, at Space A-30, Grand Central Palace.

Model 34-C, Touring Car, \$1145; Roadster, \$1155; Four Door Sedan, \$1275; Coupe, \$1325. F.O.B. Pontiac, Mich. Additional for Wire Wheel, Equipment, etc.

OAKLAND MOTOR CAR CO.

1760 Broadway, at 56th Street Phone: Circle 4880